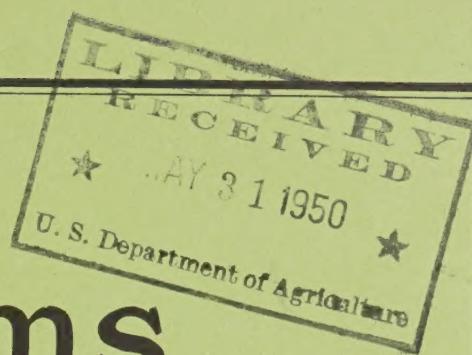


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Pelargoniums

Wholesale Price List

1950



Pelargoniums are a favorite pot plant for April, May and June sales. Pelargoniums begin to bloom in late March or early April, and continue to bloom through June.

For large plants for Easter, Mother's Day, and Memorial Day sales, we recommend purchasing two inch plants the previous spring or summer. We enclose a cultural leaflet with each shipment which gives instructions and suggestions concerning pelargoniums.

In the spring it is possible to put three 3 inch plants in a 6 inch three-quarter pot to make a large symmetrical plant. The 2 inch and 4 inch sizes can be used in the same way. This method will save express charges on larger plants. We recommend this method especially to florists who cannot give time and space in a greenhouse for several months prior to sale.



R. M. HENLEY, FLORIST
(HENLEY FLORAL CO.)

PELARGONIUM SPECIALISTS

R. M. HENLEY

WM. R. HENLEY

1510 South Walnut Street

Hartford City, Indiana

PELARGONIUMS

DESCRIPTION OF STANDARD VARIETIES

The twenty-five standard varieties listed below have been selected by us during the past thirty-six years as the better varieties in each color range:

AZALEA: Rosy red. Free bloomer and very large flowers and clusters. Two upper petals darker with blotches, lower petals lighter colored. Strong grower and very popular.

BEVERLY HILLS: Amaranth pink. Similar to German Glory with slightly larger flower. Early bloomer and good grower.

EASTER GREETING: Flowers a bright red, each petal marked with a large black blotch. Variety remarkable because of its long blooming season beginning in March. One of the most popular varieties.

EDITH CAVELL: Striking color, white with maroon eyes. Large flower. Free early bloomer.

EDITH NORTH: Color salmon pink, shaded deeper on upper petals, blotches dark brown. It is a very vigorous grower, holding its trusses of flowers well above the foliage.

GARDENER'S JOY: White with blotches of deep brown. Large clusters of flowers and beautiful foliage. Same as "Mother."

GERMAN GLORY: Large clusters of amaranth pink flowers. Robust growth and makes a splendidly shaped plant.

GROSSMAMA FISCHER: Rich clear salmon color. Large ruffled flowers with dark blotches. Vigorous upright grower. Early bloomer. Excellent variety. Very popular.

LAVENDER QUEEN: Beautiful lavender color with large head of bloom. Long flowering period. Probably most popular lavender.

LUCY BECKER: Sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink. A very free bloomer and a grand variety.

MACKAY NO. 2: Dark salmon color, similar to Edith North but slightly larger florets. Very good. Makes well shaped plant.

MACKAY NO. 10 White tinged with pink. One of the best white varieties. Beautiful variety.

MACKAY NO. 12: Light lavender with reddish blotches on two upper petals. Good strong growing variety.

MACKENSEN: Color of flower a fiery rose pink with immense clusters and very pure color without blotches. Upright grower and a very beautiful early blooming variety.

MARIE VOGEL: Red, shaded with salmon, with dark blotches on upper petals. Upright grower. Flowers very large, slightly waved. Free bloomer. Long period of bloom and very early. Probably the best all around variety. Highly recommended.

MRS. F. BACHLER: Deep rose-red. Similar to Easter Greeting except better shape and darker, richer color. Makes quick, strong growth. Large flowers.

MRS. LAYAL: True pansy pelargonium. Coloring is white, dark purple, black, etc. Begins blooming early in March. One of the best early varieties. Popular variety.

MRS. MARY BARD: Pure white with light pink veinings. Compact grower. Very good.

ORCHID EDITH NORTH: Orchid pink sport of Edith North. Darker blotches on the two upper petals. Strong, upright grower and an early bloomer.

PINK VOGEL: Sport of Marie Vogel. Clear pink, with dark blotches on upper petals. Flowering and growing habit similar to Marie Vogel. A beautiful variety.

RUTH W. McAFFEE: Beautiful salmon color. Large flowers. Early with a very long period of bloom.

SANTA MONICA: Light rose pink with carmine blotches. Very large flowers. Early blooming variety.

SALMON SPRINGTIME: Sport of Springtime. Color is a beautiful salmon rose pink, much darker than its parent. Foliage and growth are very similar but has a much more striking color. Excellent early blooming variety.

SPRINGTIME: Flowers daintily ruffled. Distinctive bright pink color with throat of the flower almost pure white. Very long period of bloom beginning in April.

SWABIAN MAID: Fine sport of Easter Greeting with salmon flowers of large size, strikingly set off by black blotches at the base of each petal. Early blooming variety.



SEE PRICE LIST ON BACK PAGE

DESCRIPTION OF NEWER VARIETIES

The twenty-one varieties listed below are newer varieties which have been developed within the past few years. Many of them are superior to the standard varieties. Note the "new" colors including the darker shades, pale lilac, orange, shell pink, raspberry-rose, salmons and tri-color varieties. All varieties are large flowered.

AMANDA: Reddish orange to scarlet with white center. Dark blotches on upper petals. Best orange variety.

BALLERINA: Soft shell pink, all petals are ruffled. Large flowers. Very free flowering. Best soft pink variety.

ERNEST BRUNTON: Camellia red with large crimson blotches on petals. Large flowers. Good shape.

JAMES WELDON: Upper petals dark bronze shading to light crimson on edge; lower petals strawberry pink with small blotches.

JESSIE JARRETT: Dark violet, rose and maroon. Valuable addition to dark colored pelargoniums. Similar to Joan Fontaine.

JOAN FONTAINE: Deep velvet, red and black. Compact growth habit. Similar to Marie Rober.

JOHN WINTERMUTE: Deep raspberry-rose color overlaid with maroon with red and dark veinings. Overlapping fully ruffled petals gives appearance of doubleness.

LUCY ANN LESLIE: (Same as Lady Leslie). Light rose pink with velvety crimson blotch and dark veins on upper petals. Large ruffled petals.

LOIS EDNA COX: Salmon pink with tiny blotches. Good color and well shaped plant.

LOUISE SANBORN: Bright scarlet red. Dark blotches and red veins on petals.

LOWELL: Vivid scarlet red with black blotches on all petals. Distinctive foliage.

MARTHA DUBOIS: Brilliant salmon, shading to rose in center of petals. Darker blotches.

MARIE ROBER: Magenta purple to black. Strong upright growth with large flowers. A good "black" variety.

MARY ELIZABETH: Beautiful soft salmon rose, lighter towards center, top two petals barely marked near base. Strong upright growth, free blooming.

MRS. GARY COOPER: Delicate salmon with red markings. Compact grower.

PEACH BLOW: Strawberry peach with pale pink almost white edge. Dark blotch at base of each petal. Medium bushy growth. Best variety in this color.

RHAPSODY: Tri-color effect with lower petals salmon pink, tinted orange; two top petals solid velvety crimson-black. All petals waved. Large flowers.

SALMON SPLENDOR: Salmon, with apricot undertone. Bushy growth, free flowering. Large round flowers with petal margins waved. A superior salmon variety.

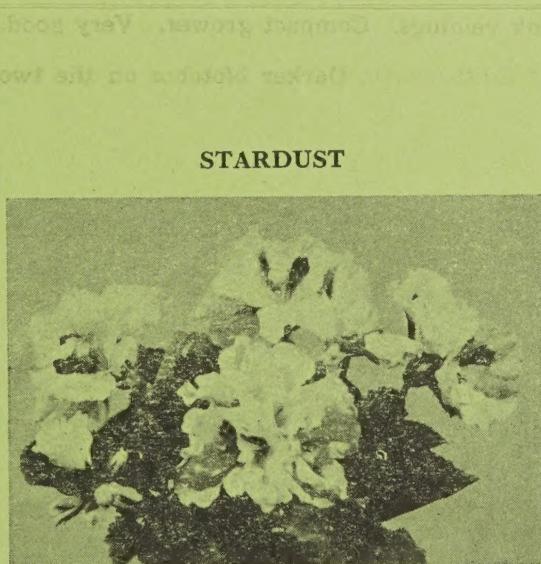
SANTA CRUZ: Light pink sport of Ruth W. McAfee. Compact grower.

STARDUST: Palest lilac. Very large flowers with ruffled petals. Free flowering. Bushy growth. Best lilac variety ever developed.

VIDA BURKE: Rosy Pink. Stocky grower with ruffled petals. Excellent popular variety.



RHAPSODY



STARDUST



BALLERINA

Wholesale Pelargonium Price List

STANDARD VARIETIES

The following 25 standard varieties have been selected by us during the past 36 years as the better varieties for pot plant culture:

Azalea	Gardener's Joy	MacKay No. 2	Mrs. F. Bachler	Ruth W. McAfee
Beverly Hills	German Glory	MacKay No. 10	Mrs. Layal	Salmon Springtime
Easter Greeting	Grossmama Fischer	MacKay No. 12	Mrs. Mary Bard	Springtime
Edith Cavell	Lavender Queen	Mackensen	Orchid Edith North	Santa Monica
Edith North	Lucy Becker	Marie Vogel	Pink Vogel	Swabian Maid

Size	Per Dozen	Per 100	Per 1000
Rooted Cuttings	\$2.00	\$14.00	\$135.00
2 inch	2.40	17.00	165.00
3 inch	3.25	24.00	230.00
4 inch	6.00	45.00	

NEWER VARIETIES

The following 21 newer varieties have been developed within the past few years. Many are superior to the standard varieties. The range of colors includes lilac, shell pink, "black", orange, tri-colors, reds, pinks and salmons:

Amanda	Jessie Jarrett	Lois Edna Cox	Mary Elizabeth	Salmon Splendor
Ballerina	Joan Fontaine	Louise Sanborn	Mrs. Gary Cooper	Santa Cruz
Ernest Brunton	John Wintermute	Lowell	Peach Blow	Stardust
James Weldon	Lucy Ann Leslie	Martha DuBois	Rhapsody	Vida Burke

Size	Each	Per Dozen	Per 100
Rooted Cuttings		\$3.00	\$20.00
2 inch	40c	3.60	25.00
3 inch	50c	4.80	35.00
4 inch	70c	7.20	55.00

TERMS OF SALE

PAYMENTS: Sixty days net to firms with satisfactory credit rating. At least 50% of amount of order must be enclosed in all C.O.D. orders. Unrated firms should enclose their check or money order with order to insure prompt shipment. New customers desiring credit please furnish three references in the trade with whom they have been doing business as well as the name of their bank.

SHIPMENTS will be forwarded by Railway Express Agency unless otherwise instructed. We can also ship by Air Express or Air Freight if desired. Light shipments can be made by Parcel Post.

CLAIMS on damaged stock must be made with the transportation company as our responsibility ceases upon delivery to them. For details contact your express agent.

OUR GUARANTEE: We endeavor to make every shipment satisfactory to our customers. Should any shipment not be as we represent, please report to us at once.

ACKNOWLEDGMENTS: All orders will be acknowledged the day they are received.

SHIPMENTS IN NEPONSET PAPER POTS: Shipments which must be on the road several days enroute hold moisture better if shipped in Neponset Paper Pots. We highly recommend this method of shipping.

CERTIFICATE OF INSPECTION, issued by the Indiana State Entomologist certifying all stock to be free from injurious insects and diseases is attached to every shipment. We are not in, or near, the Japanese Beetle zone.

CULTURAL INFORMATION: A printed cultural leaflet on the growing of pelargoniums will be sent with each order. See leaflet for instructions to prevent shattering of petals.

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See advertisements in the trade papers for latest prices.

6 of one variety a dozen rate
25 of one variety at 100 rate
250 of one variety at 1000 rate
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For Shipment in Neponset Paper Pots add:
2 inch \$.85 per 100
3 inch .95 per 100
4 inch 1.35 per 100